



1968 YEARBOOK ISSUE  
WITH REPORTS FOR 1967

## SPECIAL INTERIM YEARBOOK ISSUE

As most of our members know, our 1967 Yearbook contained reports for 1965 and 1966. We had planned to continue making the MHS Yearbook a biennial publication and thus save considerable expense. However, the availability of the relatively inexpensive NASTURTIIUM and a desire to inform members of the Society about its business and activities have caused the trustees and staff to publish this condensed Yearbook issue of NASTURTIIUM as a basic reference for use until the publication of a 1969 Yearbook. Some of the usual Yearbook material which does not appear in this issue will appear in 1969.

The 1967 flower show awards are listed in NASTURTIIUM, May 1968; the 1967 special medal citations in HORTICULTURE, July 1968; and the 1967 garden award citations in NASTURTIIUM, April and May 1968.

The following includes excerpts of reports made by MHS officers at the Society's Annual Meeting on May 6, 1968.

## PRESIDENT'S REPORT 1967

The Spring Show was the first to be held at Suffolk Downs. This brought about complications which, combined with bad weather, resulted in a loss of \$43,000. It was a good show with many innovations but it is obvious that the Society cannot sustain such a loss every year. While technically it is not part of the 1967 report, I am pleased to announce that the Spring Show in March 1968 resulted in a profit.

HORTICULTURE subscriptions grew substantially during 1966. This was obtained by large expenditures for promotion. As a result HORTICULTURE during 1967 operated at a substantial loss. Nevertheless, during the first quarter of 1968 it appears we may be solving our financial problems.

I want to thank Mr. Lees and the members of his staff for their contribution to the Society. They are a particularly devoted group and often work long hours at crucial times. It is our hope to be able to reward them better and to set up retirement and other benefit programs.

# nasturtium

MASSACHUSETTS HORTICULTURAL SOCIETY  
HORTICULTURAL HALL  
300 MASS. AVE., BOSTON 02115  
Telephone 536-9280

We are concerned about Horticultural Hall and its future. The removal of the theater building adjacent to the Hall emphasizes the need to make specific plans. The Society would be grateful for capital gifts not only for building plans but also for increasing endowment funds.

The need for the Society's services continue to grow in the urban community which gives increasing emphasis to environment. Service is supplied through the knowledge and talents of the staff. Schools, neighborhood improvement and restoration groups, professional organizations and those working with the elderly, the mentally retarded and with children draw upon the Society for information and help. Four staff members presented 22 lectures in the name of the Society and the number of conferences involved in service to the community is uncountable.

The Spring Show demonstrates the environmental concept of gardens and fine plants. It owes much of its success to the volunteer workers who give countless hours and the professional horticulturists who take part. Their sense of perfection is unique.

Oliver F. Ames, Acting President

## HORTICULTURE MAGAZINE REPORT 1967

In 1967 our expenses for HORTICULTURE were approximately \$815,000 and our income was \$592,000, resulting in a loss of about \$222,000. It was a very disheartening year. However, for the first three months of 1968, HORTICULTURE reveals a small net profit per copy sold.

We have increased our circulation from 82,000 in 1965 to 115,000 in 1967. The subscription price increased from \$4 to \$5. Advertising rates increased 15% starting in January 1968. We initiated a monthly accrual accounting system which enables us to compare income and expense on a per copy basis.

In order to hold, and if possible, improve our present circulation we are spending \$160,000 for mail promotion. Our

rate of renewal is being maintained at 65% which is above average for the industry. If we can continue at our present rate HORTICULTURE will end 1968 in the black.

John O. Stubbs, Vice President

### **TREASURER'S REPORT 1967**

The Society experienced a loss from operations during 1967 of \$351,475, down from \$496,217 in 1966. The loss from HORTICULTURE was 63% of the total deficit. The Spring Show loss of \$43,270 compared to a profit of \$576 in 1966.

This loss was charged to the show insurance fund, and will be replaced by applying 50% of the profits from future shows until the fund once more reaches its maximum balance of \$50,000. I am pleased that the 1968 Spring Show income was \$221,267 vs. expenses of \$198,764. This leaves a net income over expenditures of \$22,503 of which 50% will be applied to the show insurance fund.

In 1967 as in the past it was necessary to sell securities from the endowment fund to cover losses. The value of the fund as of December 31, 1967, was \$1,519,872.

Frederick S. Moseley, III, Treasurer

*Any member of the Society wishing to receive an audited statement, may obtain one by writing to the Treasurer, Horticultural Hall.*

### **MEMBERSHIP REPORT 1967**

It is impossible to give a comparative report on membership because of changes made in 1967. The first established a membership year beginning June 1. This reduced confusion between a membership in the Society and a subscription to HORTICULTURE and simplified accounting and renewal methods.

An invitation program to acquire new members was started. Any member may sign a membership invitation. Of a test group, a 20% return was realized. The key to such a program is members who contribute lists and time signing invitations.

Mrs. Charles F. Hovey, Membership Chairman

### **LIBRARY REPORT 1967**

New policies have been established covering nursery catalogs, periodicals, value and age of books to be loaned and reproduction of library materials. A review of insurance on the collection resulted in more extensive coverage. The Library Committee arranged an exhibition, *Six Centuries of Flower Prints*, from the Society's collection.

Our rare book collection is world famous. It has increased in value phenomenally since the floods in Florence which skyrocketed prices. Many of our books are deteriorating. They need special care or duplication. Some of them are no longer found on the market. The money available annually for the purchase of books, periodicals and prints as well as for binding and repair is \$1900. In 1870, \$1000 was spent on books alone.

We welcome gifts and bequests to the library to properly maintain our position as the keeper of the most important collection of horticultural books in the world.

Mrs. G. Kennard Wakefield, Library Chairman

### **EXECUTIVE DIRECTOR'S REPORT 1967**

1967 was a year of inauguration. In addition to community services, several projects were initiated. In September we launched NASTURTIUM, a little monthly paper intended to establish better communication between Horticultural Hall and every member of the society. Not only has the response to programs increased but we have experienced heightened expression of interest in all things having to do with the Society. NASTURTIUM replaced several irregular mailings and has the advantage of being easily recognized.

A significant step was taken in 1967 when a new Program Committee was established. This committee has been responsible for the Members' Mondays and the Five O'Clocks, two series which have become very popular. Members participate in discussions and become acquainted with each other. Other 1967 programs have been workshops on greenhouse gardening, growing ivy on frames, bonsai, hardwood propagation, horticultural publicity and garden design.

One noteworthy accomplishment was the move of the Fall Show into tents on Boston Common. This revived a custom of more than a century ago. The comprehensive yet simple schedule brought more excellent, small-scale exhibits than have been staged in recent years. Admission was reduced to 50¢ and a larger audience attended (7051 compared to 3474 in Horticultural Hall). Trustees, exhibitors and staff agree that the show was a success and should be repeated.

In addition to educational, community and member services, there is the business of running the Society. It is complicated because of the variety of skills used and attention paid to such divergent details as designing and staging a Spring Show and also determining why Mrs. Jones in Oshkosh is getting two copies of HORTICULTURE each month. Ours is a small staff but its enthusiasm for and dedication to the Society are large; for this I give thanks.

Carlton B. Lees, Executive Director



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MASSACHUSETTS HORTICULTURAL SOCIETY

# newsletter

OCT 2 1968

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HORTICULTURAL SOCIETY

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